

# Home Furnishings Calendar 1948

## JANUARY

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# HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday December 9 10:00 A.M.- 12:00 Noon	BUFFET BREAKFAST AND SHOWING New glass furniture, designed and manufactured by I. Schwartz, will be shown to the press. The mirrored glass, combined with black lacquer wood, will be presented in new Modern, Chinese and traditional pieces. By invitation only. Publicity: Doris Herzig, Franklin Fisher & Associates, MU. 2-1983.	I. SCHWARTZ GLASS & MIRROR COMPANY	SHOWROOM 412 E. 59TH STREET
Thursday December 9- January 8	EXHIBIT OF PAINTINGS A new series of gouaches by Walter Philipp, former clown turned painter, has just been put on display. The universality of pathos is represented in these paintings of clowns which are shown in rooms done in the most modern manner. Publicity: Sylvia Shenbaum, MU. 5-6366.	MODERNAGE FURN. CORP.	16 EAST 34TH STREET
Thursday December 9 Just Out	NEW TOY CHEST New, wood-framed, sturdily built toy chest has a panel which can be slipped onto top of chest to transform it into a blackboard, a checker board, a board for tick-tack-toe and other score games. Publicity: Genevieve Smith, Reiss Advertising, PL. 7-8030.	E-Z-DO	261 FIFTH AVENUE
Thursday December 9 Just Out	BOOK ON DECORATING A recent book, "Fashions in Furnishings", by Ruth W. Lee and Louise T. Bolender with G. A. Lenoir, includes 5 full color plates and over 350 how-to-do-it illustrations. This book tells you how to bring out the beauty of your home and still stay within your budget. Contact: Harold W. McGraw, Jr., LO. 4-3000.	McGRAW-HILL BOOK CO. INC.	330 WEST 42ND STREET
Thursday December 9- Going On	NEW PRODUCTS Two new products; patented Kwikpleat tailored curtains in triple pleats and a complete line of tailored curtains with the patented Sherrod rod hems have just been introduced. Also Valruff a new curtain of rayon marquisette with a swag effect, trimmed with rayon satin bands. Publicity: Genevieve Smith, Reiss Advertising, PL. 7-8030.	HOME CURTAIN CORP.	295 FIFTH AVENUE
Thursday December 9 Just Out	BOOK ON SWEDISH ARTS A fully illustrated book with photographs, sketches and line drawings, entitled "The Decorative Arts of Sweden" by Iona Plath has just been published. The book discusses textiles, ceramics, metal, glass, wood and wall paintings and is a comprehensive guide to the traditional and the modern in Swedish design. Publicity: Barbara Emerson, Charles Scribner's Sons, VO. 5-0650.	CHAS. SCRIBNER'S SONS	597 FIFTH AVENUE
Thursday December 9 Just Out	"WHERE TO EAT IN NEW YORK" Robert Dana, the "Tips on Tables" columnist for the World-Telegram, has listed some three hundred New York restaurants of merit. One hundred are written up in detail, the remainder are merely listed. The book is indexed both alphabetically and geographically. Publicity: Eileen Kelly, A. A. Wyn, PL. 7-7350.	A.A. WYN	23 WEST 47TH STREET



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, DECEMBER 13, 1948</u>			
Monday December 13 Going On	XMAS TABLE SETTINGS Unusual linen, crystal and china with original centerpieces and color schemes will be featured both in the windows and on the floor, stressing the holiday spirit. Publicity: Natalie Parry, PL. 9-7786.	CAROLE STUPELL, LTD.	507 MADISON AVENUE

December 14-	70TH ANNUAL CONVENTION	U.S. POTTERS ASS'N.	HOTEL ASTOR
December 15	The U. S. Potters Association will hold its annual convention on these dates. Contact: W.A. Betz, East Liverpool, Ohio.		

Wednesday December 15 12:15 P.M.	MONTHLY LUNCHEON This is the annual Christmas luncheon, this year with a show, "The Fashion Group Follies", with an all-member class. Please bring gifts for the Children's Aid Society: toys, etc., for children up to age 8 and clothing for children from 8 to 12. Mark contents and/or sizes on package and whether for a boy or a girl. Unlimited guest privileges. Reservations close Tuesday, Dec. 14 at 5 P.M. Contact: Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC.	9 ROCKEFELLER PLAZA
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Wednesday December 15 8:15 P.M.	MEETING AND TALK Nathan Sachs will talk on "Is the Furniture Industry Getting Its Full Share of the Consumer Dollar and Can it Keep it," at this meeting. Contact: Henry DeBrito, LO. 5-2381.	HOME FURNISHINGS CLUB	HOTEL PENNSYLVANIA
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Wednesday December 15- December 16	ANNUAL SALES CONFERENCE The Eastern and Metropolitan carpet divisions will start a series of sales conferences with one in this city. Contact: Howard DeLong, MU. 4-5650.	JAMES LEES & SONS CO.	295 FIFTH AVENUE
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Friday December 17 12:30 P.M.	MONTHLY LUNCHEON A visual survey of fashion in color and fabric will be presented by Gladys Miller; she will also tell how to use it in spring selling plans. The luncheon will be held in the Hendrik Hudson Room. Tickets, \$3.60 for members, \$3.85 for guests. Contact: Mrs. Josephine M. Brush, Exec. Sec'y., 155 East 96th St., New York 28, N.Y., TR. 6-1822.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
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Saturday December 18 8:00 P.M.	TWENTY-FIRST ANNUAL CHRISTMAS PARTY Members of Advertising Women of New York, Inc. are urged to make this party a success. Contact: Elsie E. Wilson, CI. 7-7760.	ADVERTISING WOMEN OF NEW YORK, INC.	SALVATION ARMY 297 TENTH AVENUE
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WEEK BEGINNING MONDAY, DECEMBER 20, 1948

Thursday December 23 4:00 P.M.- 7:00 P.M.	PRESS OPENING Now settled in their new uptown quarters, Josiah Wedgwood & Sons are opening their new showroom to the press on this date. Contact: Annie Reese Surber, PL. 5-3950.	JOSIAH WEDGWOOD & SONS	24 EAST 54TH STREET
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December 25 CHRISTMAS DAY (Saturday)

ADVANCE DATES AND NOTICES

January 1 NEW YEAR'S DAY (Saturday)



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday January 1	NEW ADDRESS FOR MERCHANDISE MART Beginning on January 1, 1949, the official address of The Merchandise Mart will be changed from 222 North Bank Drive, Chicago 54, Illinois to Merchandise Mart Plaza, Chicago 54, Illinois.	MERCHANDISE MART OWNERS	NORTH BANK DRIVE CHICAGO, ILLINOIS
Sunday January 2 4:00 P.M.- 7:00 P.M.	PRESS PARTY: PURELY SOCIAL A purely social party for the press to alleviate the tension of the following week will be held by Arthur Brill and Martin North of Golding Decorative Fabrics in their suite at the Ambassador East. Come and bring your Chicago friends and relax with a bit of good cheer. Contact: Martin North, MU. 6-8311.	GOLDING DECORATIVE FABRICS	AMBASSADOR EAST CHICAGO, ILLINOIS
January 3 Evening	ANNUAL FURNITURE FORUM Speakers at the Furniture Forum will be A.E. Walsh of A.E. Walsh & Partners, industrial consultants, London, England; Earl Lifshy, managing director of Retailing Daily; Raymond Reed, vice president and merchandise manager of home furnishings, John Wanamaker's, Philadelphia. Mr. Walsh's speech is expected to deal with the design, origin and production of composite furniture, a new type of furniture developed in Britain since the war. There will be an exhibit of this furniture in the exhibitors building. Contact: L.R. Mattson, president, Furniture Exposition Ass'n., Grand Rapids, Michigan.	G.R. FURN. EXP. ASS'N.	CIVIC AUDITORIUM
Monday January 3- January 4	SPECIAL SECTIONS On Monday, January 3, the Times will publish the U.S. Business and Financial Review Section. On Tuesday, January 4, the Review and Forecast of International Trade and Industry will appear. The first is a complete and authoritative survey of the U.S. economy as it is and as it promises to be; the second, a comprehensive and expert survey of the world's economy as it is and as it is likely to develop. These sections will reach influential people all over the country. Contact: Monroe Green, Advertising Director New York Times, LA. 4-1000.	NEW YORK TIMES	TIMES SQUARE, N.Y.
Jan. 3-15	JANUARY FURNITURE MARKET, CHICAGO, ILLINOIS.		
Jan. 3-15	JANUARY FURNITURE MARKET, GRAND RAPIDS, MICHIGAN.		
Jan. 3-15	JANUARY CARPET MARKET, CHICAGO, ILLINOIS		
January 3- January 15	NEW TENANTS IN MART Six manufacturers of major appliances will be exhibiting their lines in space they have retained in the American Furniture Mart. They are: Thor Corp.; Kalamazoo Stove & Furnace Co.; Landers, Frary & Clark; Holland Reiger division, Apex Electrical Mfg. Co.; One Minute Washer Co. and Electromaster, Inc. Contact: Col. Lawrence H. Whiting, president, American Furniture Mart, Chicago, Illinois.	AMERICAN FURNITURE MART	CHICAGO, ILLINOIS
Tuesday January 4 Breakfast	MARKET BREAKFAST MEETING W. E. Griswold, Jr. of W. & J. Sloane, New York and vice-president-at-large of NRFA will discuss "Merchandising Prospects--1949" from the retailers viewpoint; Murrel J. Fischer, president, International Furniture Co. will present the manufacturer's angle. Contact: N.R.F.A., Chicago.	NAT'L RETAIL FURN. ASS'N.	FURN. CLUB, CHICAGO



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday January 5 Breakfast	MARKET BREAKFAST MEETING Maury Nee, of P.J. Nee Co., Washington, D. C. and a director of NRFA will give an address, "Selling Your Industry First", at the second breakfast meeting. Contact: N.R.F.A., Chicago, Illinois.	NAT'L. RETAIL FURN. ASS'N.	FURN. CLUB, CHICAGO
January 5	ANNUAL MEETING	GRAND RAPIDS FURN. EXP. ASS'N.	PANTLIND HOTEL, GRAND RAPIDS.
Wednesday January 5 6:30 P.M.	PREVIEW OF 1949 CARPET FASHION OPENING On this date retailers will see a trade version of the new and dramatic consumer fashion presentation to be staged by the Carpet Institute, Inc. in New York late in February. This preview will be held at the Club's annual dinner. Publicity: Melva Chesrown, EL. 5-7651.	CHICAGO FLOOR COVERINGS CLUB	STEVENS HOTEL CHICAGO, ILLINOIS
January 7	PRESS DAY, GRAND RAPIDS FURNITURE MARKET, GRAND RAPIDS, MICHIGAN.		
Jan. 10-14	PITTSBURGH GLASS & POTTERY EXHIBIT, WILLIAM PENN HOTEL, PITTSBURGH, PA.		
Jan. 10-14	KEYSTONE CHINA & GLASS SHOW, FORT PITT HOTEL, PITTSBURGH, PA.		
Monday January 10- January 14	NEW YORK LAMP SHOW The twenty-fifth semi-annual New York Lamp Show will occupy seven floors of exhibit rooms to hold the more than 350 lamp lines on display. This year the management has added a division for the display of supply materials for manufacturers. About 35 manufacturers of parts, fittings, bulbs, sockets, wire, castings, textiles, frames and trimmings will have exhibits on the 9th floor. Hours: 9 A.M. to 6 P.M. with a 1 P.M. closing on January 14th. Contact: George F. Little Management, MU. 9-7147.	GEORGE F. LITTLE	HOTEL NEW YORKER
Monday January 10- January 14	N.R.D.G.A.'S 34TH ANNUAL CONVENTION "Democracy Works Here" is the theme of the annual convention. Daily sessions run from 9:30 A.M. to 5 P.M. Contact: Robert Mayer, CH. 4-8780.	NAT'L. RETAIL DRY GOODS ASSOCIATION	HOTEL STATLER (PENNSYLVANIA)
Monday January 10- January 15	DINNERWARE SHOW Coincident with the China and Glass Show, leading dinnerware makers will again join in showing consumers the latest styles and patterns in domestic dinnerware and ovenware. Contact: Wilbur Betz, East Liverpool, Ohio.	U.S. POTTERS ASS'N.	KAUFMANN'S, PITTSBG.
Wednesday January 12- January 14	FOURTH ANNUAL TECHNICAL SESSION Program Chairman for the meeting is Harold Freeman of American Cyanamid in New York; Leonard Meyer of Western Products, Inc., Newark, Ohio is Chairman of the Exhibit Committee. An exhibit will be included in the program. Publicity: Langdon P. Williams, S.P.I., Inc., MU. 6-1490.	S.P.I., INC., REINFORCED PLASTICS DIVISION	EDGEWATER BEACH HOTEL, CHICAGO, ILL.
Thursday January 13- January 20	HOUSEWARES AND HOME APPLIANCE EXHIBIT The annual housewares and home appliance exhibit will be held in the two main halls of the auditorium and occupy about the same amount of space as last year's show. The banquet will be held on January 18. Contact: A. W. Buddenberg, ex. sec. N.H.M.A., Chicago, Illinois.	NAT'L. HOUSEWARES MFRS. ASSOCIATION	NAVY PIER CHICAGO, ILLINOIS



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday January 15 Going On	LINE OF FRENCH PORCELAINS Beginning on this date there will be a special display of French china, vases, figurines, cups and saucers, and so forth, especially designed and all painted by hand. These items are all copies of early 19th Century porcelains. Publicity: K.J. Mann, Mann-Ellis, Inc., LO. 4-0950.	I. FREEMAN & SON, INC.	12 EAST 52ND STREET
Jan. 17-22	JANUARY CARPET MARKET, NEW YORK, N. Y.		
Jan. 17-22	WINTER FURNITURE MARKET, NEW YORK FURNITURE EXCHANGE, NEW YORK, N. Y.		
Jan. 17-28	HIGH POINT FURNITURE MARKET, HIGH POINT, N. C.		
Sunday January 23- January 26	CALIFORNIA CURTAIN AND DRAPERY SHOW "Home Fashion Fiesta" will feature merchandise for windows, bathrooms, kitchens and bedrooms. Contact: Worth Larkin-Dick Bean, RI. 2441.	LOS ANGELES TRADE FAIR 1151 S. BROADWAY	ALEXANDRIA HOTEL LOS ANGELES, CAL.

#### MUSEUM, GALLERY AND GARDEN NEWS

Thursday December 9- December 18	CHRISTMAS SALE OF CERAMICS Ceramic objects will be on sale at this time. Hours: 10 A.M. to 10 P.M. daily; 10 A.M. to 9 P.M. Sundays. Contact: Phyllis Blundell, PL. 5-3253.	NEW YORK SOCIETY OF CERAMIC ARTS	GREENVICH HOUSE POTTERY, 16 JONES
Thursday December 9- January 9	CHILDREN'S HOLIDAY FAIR The Museum's annual children's fair has just opened on the 2nd floor. Here children can create their own art, see peep-shows in motion by pushing buttons and see the works of famous artists while fair music is being played. Open to children from four to eight years old - no adults allowed beyond the fence. Open daily including Sundays, from 10 A.M. to 5 P.M. except December 24 and 25 and January 1. A 50-minute period is allotted to each child at 10 and 11 A.M. and at 2, 3, and 4 P.M. While designed primarily to afford children constructive pleasure the Fair also serves as a test for new ideas in materials and equipment used for the stimulation of children. Reservations must be made in advance by telephone only. Contact: Educational Program, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Thursday December 9 Going On	NEW DEPT. OF AMERICAN ART Robert Beverly Hale has just been appointed as associate curator to a new department at the Metropolitan Museum as announced by Francis Henry Taylor, director. Mr. Hale will join the Museum's staff on January 1 but no activities will be scheduled until the fall of 1949. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.
Monday December 13- January 15	SCULPTURE EXHIBIT The annual exhibition of sculpture for 1948 will include the work of established sculptors as well as that of some talented newcomers. A wide range of materials and styles will be represented. Hours: 2 to 5 P.M. and 7 to 10 P.M. except Saturday evenings and Sundays. Publicity: Sahl Swarz, GR. 7-3354.	CLAY CLUB	4 WEST 8TH STREET
Wednesday December 15 2:30 P.M.	LECTURE ON SHRUBS WITH KODACHROMES A lecture on distinctive shrubs and a flower show will be held. Open to the public; admission free. Contact: Elizabeth Peterson, PL. 7-0915.	BEN BLACKBURN RUTGERS UNIVERSITY	THE ESSEX HOUSE COLONNADES BALLROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS (Continued)</u>			
Saturday December 18 3:00 P.M.	LECTURE: CHRISTMAS ART AND MUSIC A lecture on Christmas art and music with recordings will be given by Beatrice Farwell. Publicity: Lillian Green, RH. 4-7690.	BEATRICE FARWELL, INSTRUCTOR	METROPOLITAN MUSEUM 5TH AVE. & 82ND ST.
Monday December 20- January 24	EXHIBIT OF FABRICS AND EMBROIDERIES Eve Peri, artist in embroidery for decorative purposes, will exhibit her work at this time. This is her first show of this sort although her work is hung in several museums and she has executed designs for leading decorators. Contact: Andrew Seraphin, Art Alliance, Phila., Pa.	EVE PERI PHILA. ART ALLIANCE	251 SO. 18TH STREET PHILADELPHIA, PA.
Wednesday December 22- March 20	AMERICAN PAINTINGS A large and comprehensive exhibit of American paintings, ranging from recent primitives to the work of contemporaries. Press preview on Monday, December 20, 2 to 5 P.M.; special showing Tuesday, December 21, 8 to 11 P.M. by invitation only. Open to the public Wednesday, December 22. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Tuesday January 18	AWARDS TO BE ANNOUNCED The names of the winners in the International Competition for Low Cost Furniture Design will be announced on this date. Nearly 1000 competitors from 34 countries all over the world sent in entries. Further details of the ceremony will be available shortly. At the same time the award will be made to one of the six teams which have been preparing technological research reports. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET

#### RADIO AND TELEVISION NEWS

Thursday December 9 1:00 P.M.- 1:30 P.M.	ETIQUETTE AND TIME- SAVING DEVICES Millicent Fenwick of Vogue will discuss her new etiquette book and Harriet Anderson, food reporter on the Herald-Tribune, will demonstrate the economies of pressure cooking on Dorothy Doan's program. In addition other time and money-saving devices will be shown. Publicity: Helen Brattrud, PL. 5-2000..	"VANITY FAIR" CBS-TV	CBS-TV 15 VANDERBILT AVE.
Thursday December 9 2:30 P.M.- 2:45 P.M.	TAILORED CURTAINS ON TELEVISION How to make tailored glass curtains will be the subject of Alice Burrows program. Contact: Mr. Don Giesy, MU. 8-2600.	THE NEEDLE SHOP WABD	WABD DUMONT 515 MADISON AVENUE
Thursday December 9 4:15 P.M.- 4:30 P.M.	DECORATING FROM THE CONSUMER'S ANGLE Mr. and Mrs. Rene de Chochor, two young consumers, will tell how they planned their home and carried out their own decorating ideas. They will be guests of Grace King. Publicity: Seymour Fogelson, ME. 5-5300.	SACHS QUALITY STORES	STATION WJCA 1657 BROADWAY
Thursday December 9 8:00 P.M.- 8:30 P.M.	FINE COOKING ON TELEVISION Basic soups will be described and demonstrated by Dione Lucas, followed by directions for fruit tart. Publicity: Helen Brattrud, PL. 5-2000.	DIONE LUCAS CBS-TV	CBS-TV 15 VANDERBILT AVE.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>RADIO AND TELEVISION NEWS (Continued)</u>			
Friday December 10 2:30 P.M.- 2:45 P.M.	QUESTIONS AND ANSWERS ON DECORATION Questions on how to make various decorative objects will be answered by Alice Burrows. One of these will deal with the ratio of scallops to window size. Contact: Mr. Don Giesy, MU. 8-2600.	THE NEEDLE SHOP WABD	WABD DUMONT 515 MADISON AVENUE
Friday December 10 4:15 P.M.- 4:30 P.M.	WORK OF OBSCURE AMERICAN ARTISTS Mr. Zachary Cogon, president of Real-O-Art Studios, will be Grace King's guest. He is agent for about 300 obscure American artists whose work is good but who are not as yet well-known. They are being promoted in department stores. Publicity: Seymour Fogelson, ME. 5-5300.	SACHS QUALITY STORES	STATION WMCA 1657 BROADWAY
Monday December 13 2:30 P.M.- 2:45 P.M.	HOW TO MAKE RUFFLED CURTAINS Alice Burrows will demonstrate the technique of making ruffled curtains. Contact: Mr. Don Giesy, MU. 8-2600.	THE NEEDLE SHOP WABD	WABD DUMONT 515 MADISON AVENUE
Monday December 13 4:15 P.M.- 4:30 P.M.	INFLUENCE OF HOTELS ON HOME DECORATING The influence of well-designed hotel rooms on the people who stay in them will be discussed by Kenneth McCann, decorator for the Hotel Statler chain, on Grace King's program. Publicity: Seymour Fogelson, ME. 5-5300.	SACHS QUALITY STORES	STATION WMCA 1657 BROADWAY
Tuesday December 14 4:15 P.M.- 4:30 P.M.	USE OF TRIMMINGS IN DECORATION Joan Maag, stylist for Edward Maag Corporation, manufacturer of trimmings, will discuss the use of fringe, braid, gimp and other trimmings in adding to the decorative effect of a room. She will be the guest of Grace King. Publicity: Seymour Fogelson, ME. 5-5300.	SACHS QUALITY STORES	STATION WMCA 1657 BROADWAY
Wednesday December 15 4:15 P.M.- 4:30 P.M.	TABLE SETTINGS AND SILVER STYLES Table settings and the history of styles in table silver will be discussed on Grace King's program by her guest, Walter Morris, manager of International Silver Co.'s display department. Publicity: Seymour Fogelson, ME. 5-5300.	SACHS QUALITY STORES	STATION WMCA 1657 BROADWAY

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#### FOURTH OF A SERIES OF REPORTS ON GIVE-AWAY PROGRAMS MUTUAL BROADCASTING SYSTEM

Mutual has two give-away shows which feature home furnishings. The first "Golden Hope Chest", which goes out over about 300 Mutual stations, specializes in products of interest to women such as kitchen equipment, household devices and furnishings. The second "Take a Number", which goes out over 516 Mutual stations, WLW in Cincinnati and two stations in Alaska, gives away large items such as refrigerators, oil burners, furniture, a complete kitchen, etc. Contact: Sam Levine, PE. 6-9600.



# *Home Furnishings Calendar*

Room 519 • 9 East 46th Street, New York 17, N. Y. • PLaza 9-2917

## **Board of Editors**

Emma Aubert Cole, Managing Editor

Marian E. Murtfeldt

Ruth Finley

Mary Moon Hemingway

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